

**Enterprise Governmentwide Acquisition
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Staying Connected***Director's Desk****Inside this issue:**

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May represents a significant period in the GSA Alliant GWAC Program's history.

On May 1st, 2016 the Alliant GWAC celebrated its 7th birthday in grand fashion by surpassing the \$25 Billion dollar mark in terms of Task Orders (TOs) awarded (total dollar value includes option periods on awarded TOs not yet exercised) with no indicators of slowing down (see article on page 4 regarding DHA announcement).

Also, the Office of Management and Budget (OMB) formally approved the business case for Alliant 2 and Alliant 2 Small Business and also granted the designation of GSA as the Executive agent for the next generation Alliant GWACs stating, "OMB appreciates GSA's efforts to provide agencies with cost-effective access to a range of IT services and solutions; OMB looks forward to its continued partnership with GSA and the use of these vehicles to reduce contract duplication, improve contract value for taxpayers, and strengthen small business participation in the federal marketplace".

With three (3) more years of ordering period still remaining on the Alliant GWAC, combined with the ability to continue task order work performance under the current Alliant GWAC through 2024, federal agency customers can continue leveraging the Alliant GWAC program to obtain the most cost effective information technology (IT) solutions to meet their respective agency mission critical IT service needs from "world class" service providers (see chart on page 3). Additionally, the pending formal release of the official Alliant 2 / Alliant 2 Small Business solicitations this June will lay the foundation for addressing critical IT Solutions well into the next generation.

The end of May will mark a bittersweet transition as Chris Fornecker, our esteemed colleague and Director of the GSA GWAC organization since 2012, retires after a remarkably successful military and civilian career in public service. Chris has, without question, been a tremendous leader and asset to GSA and the GWAC organization and will be deeply missed by all.

Chris brought immense leadership qualities to the GSA GWAC organization, playing a significant role improving the manner in which data analytics are leveraged under the GWAC program. This led to new innovative developments such as the GWAC Prices Paid portal, the GWAC Dashboard, improved forecasting models, greater data integrity in GSA operating systems, program migration towards category management, and most importantly, building upon the successful GSA GWAC culture of innovation, collaboration, transparency, and excellence.

Page 8 has a wonderful letter presented by Roger Waldron, President of the Coalition for Government Procurement that nicely captures Chris' contributions to the federal acquisition community.

Chris first joined GSA in December 2000 when he was selected as GSA's first Chief Technology Officer (CTO). Chris was commissioned as a U.S. Army Signal Officer in 1972 from West Point. He came to GSA from the Department of Defense (DOD), where he served as Assistant Deputy Under Secretary of Defense for Advanced Systems and Concepts while also earning a master's degree in electrical engineering from the University of Massachusetts. Chris and his lovely wife Kathy have been married for 44 years and have two children and one grandchild.

As sad as we all are to see Chris retire and enjoy life in its next phase, we are equally happy for him to have more time to enjoy his passion for fly fishing and for the opportunity to have more quality time together with his family, enjoying life to its fullest. Please join me in thanking Chris for his service and for being a tremendous Director of the GSA GWAC Program.



**Casey Kelley, Director
Enterprise GWAC Division**

- Casey Kelley

The Five Essential “C’s” of the GSA and Alliant Shared Interest Group (SIG) Partnership

Working Together to Keep Alliant Strong

By Alliant Shared Interest Group

When the GSA GWAC Program awarded the Alliant GWAC to 59 Industry Partners in 2009, GSA wanted to foster the same type of government and industry working relationship established across a much smaller number of vendors on the predecessor GSA GWAC contracts: ANSWER and Millennia. The Alliant Industry Partners (IPs) expressed the same interest, resulting in the formation of the Alliant Shared Interest Group (SIG), which was developed to allow the free flow of ideas and to exchange information directly with GSA Alliant representatives. The Alliant SIG was formed in 2009 and continues to foster a healthy informational exchange between the Alliant IPs and GSA today on the important issues concerning the Alliant Program. It provides industry representatives with a voice to directly impact the success of the Alliant Program in a significant and meaningful way.

The Alliant SIG leadership includes representation from three specialized areas. The areas are Program Management, Contracting, and Outreach, and offer focus as follows:

- **Program Management** - Overall operation and management of the Alliant Program.
- **Contracting** - General and specific contracting issues, modifications, and processes.
- **Outreach** - Outreach, partnership, and Alliant event planning.

The SIG leadership assists in establishing several teams to address a variety of initiatives/issues/topics deemed important to the Alliant IPs and GSA. The SIG harnesses this wealth of knowledge and experience for the benefit of the Alliant program and for Federal Government customers in need of a comprehensive, flexible acquisition strategy to meet their diverse and ever-evolving Information Technology (IT) service requirements.

Following the model of many successful teams, the Alliant SIG embodies the four essential “C’s” of partnership: Character, Competency, Commitment and Collaboration. With those four tenets as a guide, the Alliant SIG has become an engine for program growth and improvement. The SIG meets regularly across a variety of venues including monthly meetings to discuss topics of mutual interest, quarterly special interest “lunch-and-learns” and training sessions, semi-annual Program Management Reviews (PMRs), and ad hoc project teams to address specific initiatives. Over the past several years, the Alliant SIG has collaborated on several important, and market-relevant activities such as:

- Creation of data transparency processes, which provide Alliant IPs and GSA with accurate and accessible information for all Alliant task order awards, and facilitate the practice of pipeline data exchange between primes and the GSA Alliant PMO, FEDSIM and many GSA regions.
- Playing a key role with GSA and a multi-agency working group in the development of cloud migration services statements of objectives (SOOs) templates to support two key presidential administration priorities (Cloud First and Data Center Consolidation) which help agencies realize cost savings quicker through increased efficiency, agility, and innovation, requiring less time to consolidate data centers and migrate to the cloud.
- Assisting with the development of a sample Statement of Work (SOW) for Agile Enterprise Services that addresses the growing need for Agile Development support within the Federal Government agencies and the ease with which Agile Enterprise requirements can be met through Alliant
- Supporting the development of an Alliant LinkedIn Group and page that is aligned to GSA’s overall social media strategy

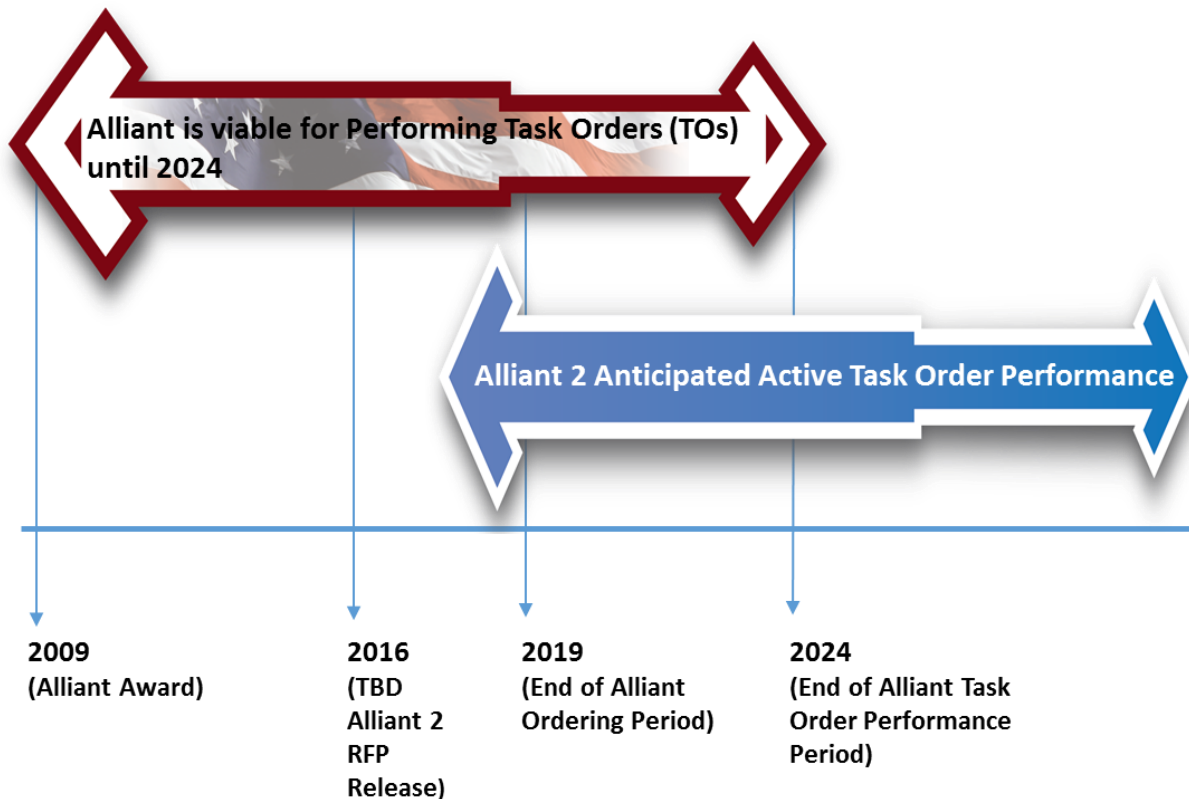
The result of examples such as these is government and industry working together to meet the needs of our Federal customers through Alliant by focusing on how best to achieve their mission goals. A bonus by-product -- and a fifth “C” found within truly great teams -- is the “Chemistry” that has developed among the Alliant IPs and GSA. Alliant SIG members truly enjoy working together. In fact, among those who both partner together at times and compete against each other at other times, it is not uncommon to see friendships established, mentors discovered, and collegial relationships forged.

The Five Essential “C’s” of the GSA and Alliant Shared Interest Group (SIG) Partnership - *Continued*

Alliant remains available to support “Anything IT Anywhere” for its diverse customer base through April of 2019, with task order performance through 2024. The Alliant SIG is committed to successful client outcomes throughout this entire period of performance – even after the sequel contract, Alliant 2, is awarded (see graphic below). There is no doubt that Alliant 2 will continue the tradition and form its own SIG, and build upon the best practices of the unique collaboration, commitment and chemistry of those who came before.

Did you Know? Alliant Facts:

- \$50B Ceiling of which \$25B remains
- Period of Performance through 2024
- Over 500 Task Orders awarded
- Used by over 60 Federal Agencies
- Average Proposals per RFQ = 3
- Only 2 sustained protest to date
- 51 of 58 Alliant Primes have at least 1 award
- Dedicated GWAC Client Support
- Published and Actual Prices available by 80 Labor Skill Categories
- SOW Templates and Optional Scope Reviews at NO Additional Cost
- Full acquisition control remains in hands of the Ordering Contracting Officer (OCO)



Customer Engagement Division: Catalysts for Change

By John Burchill, Office of Strategic Programs, IT Subject Matter Expert

The Federal Acquisition Service (FAS), Integrated Technology Services (ITS), and the Alliant Program Management Office (PMO) recognize the importance of matching the customer experience with expectations. As a result, the newly formed ITS Customer Engagement Division (CED), led by Larry Hale, has spent a great amount of time listening to the voice of the customer. Recognizing the individual and specific uniqueness of each government agency, the team is implementing internal changes in an effort to match outcomes with expectations. The seasoned customer facing team acknowledges the role internal competition plays within ITS. However, the team has noted how collaboration and communication is not only better for the customer, but drives a healthier bottom line for all. With the customer as the focal point, a new enterprise approach is taking form, and it seems to be working.

What is CED trying to accomplish? Simply put, to create a consistent customer experience, recognizing that no two customers are alike, and that one size or solution does not fit all. Consistent positive customer feedback doesn't just happen by accident, it happens on purpose. It is an outcome that occurs when everyone within ITS works together in harmony. It happens when the customer never hears "NO" because a business line doesn't have the solution. Instead, the customer hears a consistent message that all of their needs can be met regardless of who provides it. It also happens as a result of internal communication, eliminating duplicate visits or conflicting messages regarding the same requirement. The new formula strives for loyalty rather than mere satisfaction. How will CED accomplish this? With training that requires "buy-in" and participation from every employee within reach of customers. The extensive training involves refining communication and collaboration across business lines, matching uniquely desired outcomes, with precisely tailored solutions.

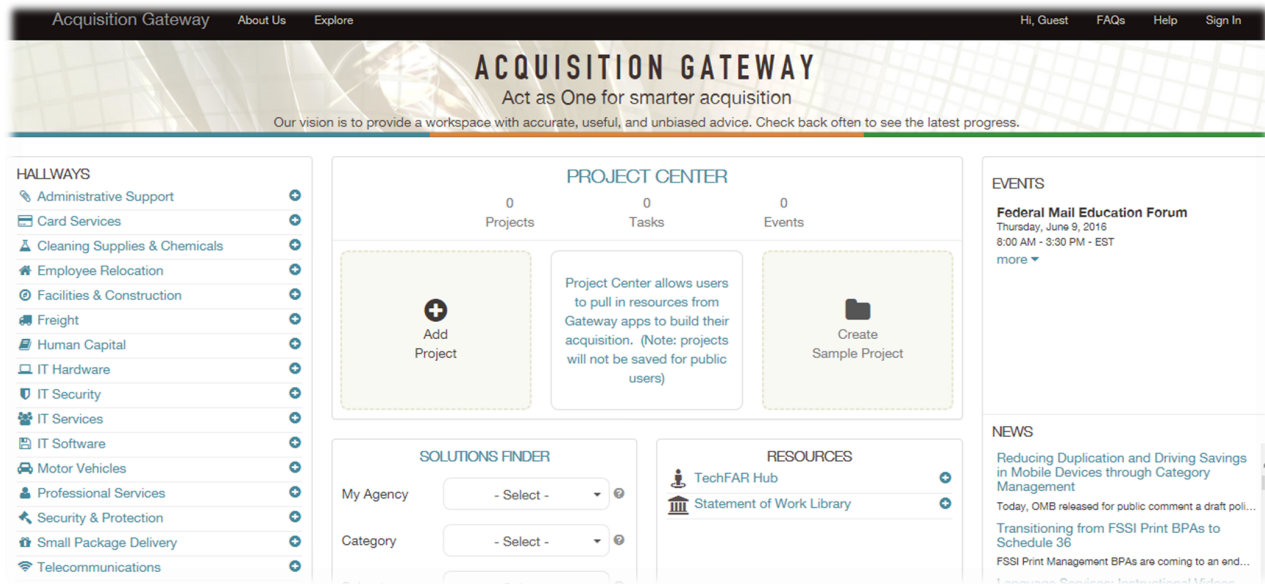
How does this affect your company and how can you help? The answer can be found by examining the following story. Recently, GSA's FAS and the Defense Health Agency (DHA) entered into a strategic seven-year partnership for critical Health IT services and solutions. Through this partnership, DHA will direct new health IT procurements to GSA IT contracts, including IT Schedule 70 and the Alliant, Alliant Small Business, 8(a)STARS II, and VETS Governmentwide Acquisition Contracts (GWACs). As DHA initially set out to create their own Indefinite Delivery/Indefinite Quantity (IDIQ) contract, they posted their business case describing their requirements on the Office of Management and Budget's MAX system. In response, a cross-functional team set out to develop an agreement that will enable DHA to not only utilize GSA's IT contracts, but will also provide DHA with additional acquisition expertise, electronic tools for market research, acquisition planning, and solicitation development and reporting. In addition, the team has set out to add a Health IT Special Item Number (SIN) to Schedule 70 to help DHA reach qualified companies in the Health IT market.

This example highlights the possibilities created by teamwork and what CED hopes to accomplish. That is, taking more time to listen to the customer, and responding in a way that leverages the strengths and expertise of all stakeholders. More simply stated; create more business for all of ITS, by creating a better solution. The motto of Alliant is, and always will be, "Anything IT Anywhere". The CED is not going to change that. The team has spent numerous months learning the differences and similarities between every uniquely positioned solution under the ITS umbrella. In the end, by listening to the beat of the customer and knowing the intricate details of each business line, the team brings new meaning to "The Best in Government Solution".

To dive deeper and hear more on the official word, please visit Mary Davie's blog post titled "GSA-DHA Health IT Partnership" <http://gsablogs.gsa.gov/gsablog/2016/02/04/gsa-dha-health-it-partnership/>

GSA Opens Federal Acquisition Gateway for Public Access

By *Laura Stanton, Assistant Commissioner of the Office of Strategy Management*



On February 5, in the spirit of data transparency, GSA went live with a public view of the Acquisition Gateway, giving non-government users access to a subset of what is available to federal government employees.

The [Acquisition Gateway](#), built by GSA, helps federal government buyers from all agencies act as one acquisition community. Inside the Acquisition Gateway, users can find unbiased comparisons of government-wide acquisition solutions (not just GSA's), connect with other acquisition professionals, and explore product and service category "hallways." The hallways feature resources and tools to help acquisition professionals achieve successful outcomes at each step of the acquisition lifecycle.

In balancing operational transparency with the protection of critical and private information, the Acquisition Gateway does not allow public access to features such as contracts, community feeds, past requests for cost and technical proposals, or any prices-paid data. Public visitors to the site will experience the same user-centric design as federal users and get an understanding of how the Acquisition Gateway intends to increase acquisition collaboration and efficiency.

The Acquisition Gateway drives clearer understanding of the government's needs and industry's capabilities, leading to better requirements and outcomes for everyone. Industry expertise informs the development of resources and advice in the Acquisition Gateway, helping to establish category strategies, consistent procurement practices, and shared expertise.

To date, GSA has acquired more than 6,600 registered federal individual users of the Acquisition Gateway on its Office of Management and Budget goal-driven path towards 10,000 by the end of fiscal 2016 and 12,000 by calendar year-end. The more people who are on the Acquisition Gateway the better it becomes because its value is derived from bringing together the entire acquisition community and having a single place for the information and tools they need to help the government buy as one enterprise.

Tech Talk

The Growing Threat

By Richard Blake



Who could have imagined as recently as 20 years ago the technical dependency we all share as we buy directly from all over the world, exchanging personal information, staying in touch with friends and family and carry technology in our pocket that has more processing power than NASA in 1969 when it placed two men on the moon. Regretfully, we also may not have imagined the unceasing and growing threat of cybercrime.

Cybercrime and prevention is definitely a growth industry with global losses – according to The Center of Strategic and Economic Studies in 2014 – range from a worldwide low of \$400 Billion to a high of \$575 Billion annually. Think about that for a second, even the more conservative estimates are more than the national income of most countries and governments!

“Cybercrime and prevention is definitely a growth industry with global losses”

From the federalized point of view, the challenge is even more complex as we attempt to protect our digital assets from an ever changing cast of nefarious characters. A task further complicated by a need for public transparency and the advent of state sponsored cyber terrorism. To help solve the federal challenge, the federal government and Silicon Valley are teaming up to combat the growing dangers of cyber issues – including cyber terrorism. This was made clear when the Department of Homeland Security opened a new Silicon Valley office, when senior Pentagon officials traveled to Stanford University last year to forge partnerships with Silicon Valley firms, and when the Air Force announced plans to create a permanent presence in Silicon Valley. Recent news notwithstanding, partnerships with private, innovative firms is the key to at least arresting the problems of cybercrime and cybersecurity and a middle ground must be found that protects the nation and preserves personal freedoms.

GSA and the Alliant family of contracts understands the challenge and will include provisions in future contracts to ensure our industry partners are on the same page and are as dedicated and vigilant to the issues facing government in the years ahead as they relate to this and other challenges identified in the digital landscape.

Ransomware as a Service

By Paul Bowen

Ransomware is malware which encrypts select file types, machines and even networks of machines and requires the payment of a ransom, usually in bitcoins, in order to receive a key to decrypt. The ransomware usually has two deadlines, one deadline to pay a lower ransom amount, then a later second deadline where you can still buy the decryption key, but it will cost you more. When you pass a certain date you are out of luck. If you don't have backups and you don't pay the ransom, your files will be inaccessible.

The Cyber Threat Alliance stated in their report *Lucrative Ransomware Attacks: Analysis of the CryptoWall Version 3 Threat*, that "When researching profits made by the group behind CW3, an estimated \$325 million dollars was discovered".



There have been many ransomware variants over the last decade. They are usually sent out as a Zip attachment or link to a cloud file service in shotgun emails or as downloads from compromised or complicit websites. Targeting was haphazard and messaging ham-fisted. A recent troubling development in the ransomware story is the emergence of Ransomware as a Service, RaaS.

RaaS malware authors create user friendly automated packages that allow relatively unskilled agents to utilize the virus package and plug in details such as the ransom amount and deadlines. These agents then infect targets they select with their ransomware version. If a victim of their version pays, 10-20% of the ransom goes to the original malware author while the agent receives the remainder.

RaaS effectively leverages social engineering and insider threat opportunities that come with the agent. An agent utilizing a RaaS attack can set ransoms based on their knowledge of whom they intend to attack. There have been several recent cases of hospitals being subjected to ransomware attacks with ransoms in the tens of thousands of dollars, a figure no individual user would pay but potentially appealing to an organization which must balance the cost of paying against downtime and the cost of restoration, if they even have proper backups.

A RaaS agent can plant ransomware as an insider in locations which would never allow a zip file by email. A RaaS agent can tailor emails they send based on their knowledge of their targets. No more shotgun emails with titles such as "claim your gift card" but instead ones such as 4th grade report cards for Smith Elementary School sent to a list of 4th grade parents. A zip file attachment or link to a Dropbox file would be more likely to be opened by the 4th grade parents who receive it. These agents with their limited tech skills, may be unaware of how they can be caught which is something the RaaS providers count on. By engaging in a RaaS business model, the risk of being caught is largely transferred to the agent while the likelihood of successful infections increases. Viewed as a criminal business, the author's 20% cut of a greater number of infections is attractive.

"There have been many ransomware variants over the last decade"

Chris Fornecker, Director of GWACs Retiring



April 13, 2016

Christopher Fornecker
Director, Government-wide Acquisition Contracts
General Services Administration
1800 F Street NW
Washington, DC 20405

Dear Chris,

On behalf of the member firms of The Coalition for Government Procurement (Coalition), thank you for your public service. In particular, the Coalition appreciates your leadership supporting excellence in the General Services Administration (GSA) Federal Acquisition Service. We thank you and we wish you the best as you retire from Federal service.

Open communication between federal acquisition officials at GSA and industry is paramount to supporting the mission-critical needs of agencies across the Government. Our members sincerely appreciate your commitment to this "Myth-busters" dialogue throughout your career. Your leadership in this area has led to best value outcomes for taxpayers across GSA's Government-wide Acquisition Contracts (GWACs)-Alliant, Alliant Small Business, 8(a) STARS II, and VETS. We also thank you for your service and contribution to innovation as GSA's first Chief Technology Officer.

As both a veteran and a distinguished civil servant, you embody the best in the spirit of public service that our nation is so blessed to have. We are confident that your accomplishments and legacy of openness and innovative thinking will continue to inform policy and operations at GSA long after your departure. We wish you the very best in your future endeavors.

Sincerely,



Roger Waldron
President

Year 4 - “CPARS Quality and Narrative Writing” Going Strong

By Mimi Bruce

The Alliant GWAC Enterprise Acquisition Staff entered its 4th year of hosting the “CPARS Quality and Narrative Writing” webinar. This webinar, which is hosted by GSA and taught by NAVSEA Instructors, will be offered 3 times in Calendar Year 2016. Although this class is also offered directly by NAVSEA these customized sessions are specifically developed for the GWAC Ordering Contracting Officers and their acquisition and program staff with emphasis on Alliant and Alliant Small Business Task Order performance assessments. Our first class was scheduled on January 26, 2016, and registered 141 in attendance. The feedback was positive with the following confirmatory testimonial:

“I wanted to thank you for this well scripted, timely training. I had to complete my CPARS Evaluation today on one of my major contracts. I was able to use what I learned along with the power point presentation to complete my evaluation. Like you said the evaluation really writes itself if you make sure you keep all the proper documentation. My Contracting Officer loves it! Again, thank so much. “

*Program Support Manager
OSHA, Cincinnati Technical Center*

Contracting Officers may utilize the following site to register for the remaining two sessions:

https://cpars.cpars.gov/webtrain/app/courseschedule_input.action?courseId=7&type=OL

- March 29, 2016: 10:00 a.m. PDT- 12:00 p.m. PDT/ 1:00 p.m. EST - 3:00 p.m. EST
- May 24, 2016: 10:00 a.m. PDT - 12:00 p.m. PDT/ 1:00 p.m. EST - 3:00 p.m. EST

You can inquire about future classes by emailing the Director of Contract Support Mimi Bruce at mimi.bruce@gsa.gov.

Alliant STATS



Top Ten Agencies Using Alliant	Overall Estimated Value
Department of the Air Force	\$3.64 B
Department of the Army	\$3.60 B
Department of Homeland Security	\$3.05 B
Department of State	\$2.61 B
Department of the Navy	\$1.41 B
General Services Administration	\$1.40 B
Department of Justice	\$1.22 B
Department of Agriculture	\$1.09 B
Defense Manpower Data Center	\$712 M
Department of Human and Health Services	\$658 M

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WEBSITES

- Alliant GWAC: gsa.gov/alliant
- Alliant 2 GWAC: gsa.gov/alliant2
- GWAC Dashboards: gsa.gov/gwacdashboards
- Alliant and Alliant Small Business Prices Paid Tool: [StrategicSourcing.gov/prices-paid-tool](https://strategicsourcing.gov/prices-paid-tool)
- LinkedIn Group: -GSA Alliant GWAC Center for Collaboration: <https://www.linkedin.com/groups/7014146>